

Chief Executive  
Brighter Futures Housing Association Limited  
5 Whittle Court  
Town Road  
Stoke on Trent  
**ST1 2QE**  
FAO: New Business

Date 30th March 2012  
Reference Private Rented Sector  
HC Number: H4315

Dear Brighter Futures Housing Association Limited

**Private Rented Sector – Out of London**

As we begin to witness an overheating of the private rented sector within Newham, with the onset of the Olympic Games and the buoyant young professionals market, the gap between Local Housing Allowance (LHA) and market rents is beginning to widen.

The effect of this is that the supply of accommodation to the Council's Private Sector Access Scheme is beginning to dry up, forcing the Council to look further a field for alternative supply.

The Council has embarked upon a Resilience agenda across all of its services, which is a departure from traditional methods of providing temporary accommodation. In addition the Localism Act will give Local Authorities the power to discharge duty into the private sector and as such the Council looking to find affordable accommodation in areas of low demand, for suitable families.

This may be beneficial to both Local Authorities, one of whom has a need to seek more affordable accommodation external to their locality and one of whom where communities may benefit from additional family integration within their local area.

**4 Simple Steps:**

- 1) You lease the properties from private landlords/letting agents
- 2) We will nominate the tenants (over 500 families waiting to rent in the private rented sector)
- 3) You enter into a minimum 12 months assured shorthold tenancy (AST) with the tenant
- 4) Newham Housing Benefits department will directly pay you 90% of the LHA + £60 per week

If you are interested in expanding your current business and wish to take advantage of this opportunity, we would welcome the prospect to discuss this proposal further with an appropriate member of your organisation.

You can contact me on 020 3373 1435 or my Housing Supply team leader Scott Sangha on 020 3373 3173 to discuss this matter further.

Yours sincerely



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